

Media Partners, Inc  
13200 Strickland Rd.  
Suite 114-#153  
Raleigh NC 27613

**Sam Ervin/ D/ Supreme Court/ NC**  
Submission Number 4191 Issue 10



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Original**

<b>Client:</b>	Sam Ervin/ D/ Supreme Court/ NC	<b>Submission Cost:</b>	2920	<b>Campaign Ref:</b>	BJW12091101
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>		<b>Sales Rep:</b>	WNCN Political
<b>Schedule Dates:</b>	10/15/12 to 11/05/12	<b>Weeks:</b>	4	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Sam Ervin/ D/ Supreme Court/ NC	<b>Booking Group:</b>	WNCN	<b>Key Market:</b>	Raleigh-Durham, NC
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15/10	1/22	10/29/11	/05	Total	Cost
8	M-F 530p Judge Judy M.WTFSS	04	150	30 Comme	Nbr of Spots			1	1	150
10	M-F 530p Judge Judy ...F..	04	150	30 Comme	Nbr of Spots		1		1	150
15	M-F 3p Judge Judy ...T...	06	40	30 Comme	Nbr of Spots	1			1	40
16	M-F 5p Judge Judy ...T...	05	100	30 Comme	Nbr of Spots	1			1	100
17	M-F 6a News ...T...	06	70	30 Comme	Nbr of Spots	1			1	70
18	M-F 136a ET / 1236a CT Last Call ...T...	05	10	30 Comme	Nbr of Spots	1			1	10
19	M-F 3p Judge Judy MTWT...	06	40	30 Comme	Nbr of Spots		4		4	160
20	M-F 530p Judge Judy	04	150	30 Comme	Nbr of Spots		4		4	600
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	4	10	21	4	39
					<b>Closed PR</b>			1		

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<b>Schedule Dates:</b> 10/15/12 to 11/05/12	<b>Weeks:</b> 4	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15/10	/22	10/29/11	/05	Total	Cost
21	M-F 730p Extra MTWTF..	06	70	30 Comme	Nbr of Spots	2			2	140
22	M-F 3p Judge Judy MTWTF..	06	40	30 Comme	Nbr of Spots		5		5	200
23	M-F 330p Judge Judy ...F..	06	50	30 Comme	Nbr of Spots		1		1	50
24	M-F 5p Judge Judy MTWTF..	05	110	30 Comme	Nbr of Spots		5		5	550
25	M-F 10a Today Show III MTWTF..	06	50	30 Comme	Nbr of Spots		4		4	200
26	M-F 330p Judge Judy MTWTF..	06	50	30 Comme	Nbr of Spots		3		3	150
27	M-F 330p Judge Judy .TWTF..	06	50	30 Comme	Nbr of Spots		1		1	50
28	M-F 3p Judge Judy MTWTFSS	06	40	30 Comme	Nbr of Spots			1	1	40
29	M-F 330p Judge Judy MTWTFSS	06	50	30 Comme	Nbr of Spots			1	1	50
30	M-F 5p Judge Judy	05	85	30 Comme	Nbr of Spots			1	1	85
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	10	21	4	39	
<b>Closed PR</b>							1		1	

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> WNCN Political
<b>Schedule Dates:</b> 10/15/12 to 11/05/12	<b>Weeks:</b>	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Comme	Nbr of Spots	10/15/10	/22	10/29/11	/05	Total	Cost
31	MTWTFSS Sun 6p News .....S	04		30	Comme							
Weekly Totals: Total Spots(Ord Spots)							4	10	21	4	39	
Closed PR									1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
26	M-F 330p Judge Judy	:30 Commercial	10/29/12	Closed Pre Emption	50.00	No Makegood / Credit	0000000000	BJW12091101

Grand Totals											
				Month 10 Weeks: 4				Month 11 Weeks: 4			
				10/15	10/22	10/29	11/05				
Spots				39	4	10	21				
Cost				2920	220	900	1475				

<b>Grand Totals:</b>	<b>Spots:</b> 39
	<b>Gross Total:</b> 2,920.00
	<b>Commission:</b> 438.00
	<b>Net Total:</b> 2,482.00

**Stankavage, Cheryl F.**

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**From:** Blanchard, Steven L.  
**Sent:** Friday, November 02, 2012 9:02 AM  
**To:** Stankavage, Cheryl F.  
**Cc:** Williams, Matthew B.  
**Subject:** FW: Rate chgs w/o 11/5- Sam Ervin  
Here is Debbie's approval.

BJW12091101

**Steve Blanchard**  
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



NBC 17.com



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**From:** Debbie White [mailto:debbie@mediapartners-inc.com]  
**Sent:** Friday, November 02, 2012 9:00 AM  
**To:** Blanchard, Steven L.  
**Subject:** Re: Rate chgs w/o 11/5- Sam Ervin

That is fine.

Debbie White

On Nov 2, 2012, at 8:48 [sblancha@wncn.com](mailto:sblancha@wncn.com)

<Blank Bkgrd.gif>

Hi Debbie,

The rate adjustments for next week detailed in Cheryl's email below give us \$125 to spend.

I suggest we add the following.

1x Sun 6-630p at \$125 ✓

Please advise.

Thanks!

Steve

11/2/2012

<image001.jpg>

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**From:** Stankavage, Cheryl F.  
**Sent:** Thursday, November 01, 2012 4:42 PM  
**To:** Blanchard, Steven L.  
**Cc:** Williams, Matthew B.  
**Subject:** Rate chgs w/o 11/5- Sam Ervin

Hi Steve,

The following rate chgs were made for Media Partners/Sam Ervin order for w/o 11/5:

1x 3pm Judge Judy \$75 - now \$40

1x 330pm Judge Judy \$75 - now \$50

1x 5pm Judge Judy \$150 - now \$85

Total order now: \$2795

*Cheryl Stankavage*  
National Sales Assistant  
WNCN-TV/NBC-17  
<image002.jpg>ph: 919-835-6240  
email: [cstankavage@wncn.com](mailto:cstankavage@wncn.com)

Client: POLITICAL  
 Product:  
 Campaign: SAM ERVIN 2012

# Station Order

MEDIA PARTNERS, INC.  
 13200 STRICKLAND RD  
 RALEIGH, NC 27613  
 919-781-0433

Rev #: 0  
 Flight From: 10/15/2012 to 11/08/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Debbie White  
 Sweeps: Share Nov 2011 => HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)  
 Station: WNCN  
 Station Contact: Steve Blanchard

Actg. Order No.: 113  
 WS Order No.: 12329  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct
					15	16	17	18	19	20	21	22	23	24	25
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	.	.	.	1	1	1	1
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	.	.	1	.	.	.	1	1	1	1
Comment: L3															
					\$2,925.00	.	.	.	2	.	.	.	2	2	2
						.	.	.	2,4	.	.	.	2,4	2,4	2,4

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	10	12.0	\$1,125.00	\$93.75
Nov	16	19.2	\$1,800.00	\$93.75
	26	31.2	\$2,925.00	\$93.75

By: \_\_\_\_\_

BSW12091101

Client: POLITICAL  
 Product:  
 Campaign: SAM ERVIN 2012

## Station Order

MEDIA PARTNERS, INC.  
 13200 STRICKLAND RD  
 RALEIGH, NC 27613  
 919-781-0433

Rev #: 0  
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Debbie White  
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)  
 Station: WNCN  
 Station Contact: Steve Blanchard

Actg. Order No.: 113  
 WS Order No.: 12329  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct	Oct	Oct	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov
					26	27	28	29	30	31	01	02	03	04	05
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
					\$2,925.00	.	.	.	2	2	2	2	4	.	4
							.	2.4	2.4	2.4	4.8			.	4.8

Client: POLITICAL  
 Product:  
 Campaign: SAM ERVIN 2012

# Station Order

MEDIA PARTNERS, INC.  
 13200 STRICKLAND RD  
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Rev #: 0  
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Debbie White  
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)  
 Station: WNCN  
 Station Contact: Steve Blanchard

Actg. Order No.: 113  
 WS Order No.: 12329  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm Tag	Station Gross Rate/ Total	Nov 06	Total Spots	DMA P 35+ (R)	DMA W 35+ (R)
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	13	0.7 \$107.14	0.9 \$83.33
Comment: L3								
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	13	1.7 \$88.24	2.2 \$68.18
Comment: L3								
				\$2,925.00	.	26		



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.2em;">WNCN-TV Raleigh, NC</span>	<b>Date:</b> <span style="font-size: 1.2em;">9/14/12</span>
--	--

I, DEBIE WHITE

being/on behalf of: SAM ERVIN, a legally

qualified candidate of the § political

party for the office of: Supreme Ct.

in the General

election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:** \$2,925 gross \$2,486.25 net

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ERWIN for Supreme Ct. Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/14/12 Debbie White  
Date Signature

**To Be Signed By Station Representative**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title